CONNECTING & REACHING OUT TO INFLUENCERS

So how do you get your first **shoutout**?

Choose a Power Influencer

Contact them and ask!

Get your Shoutout

There are **3 main** ways of reaching out to influencers

1 INSTAGRAM DM

2 EMAIL

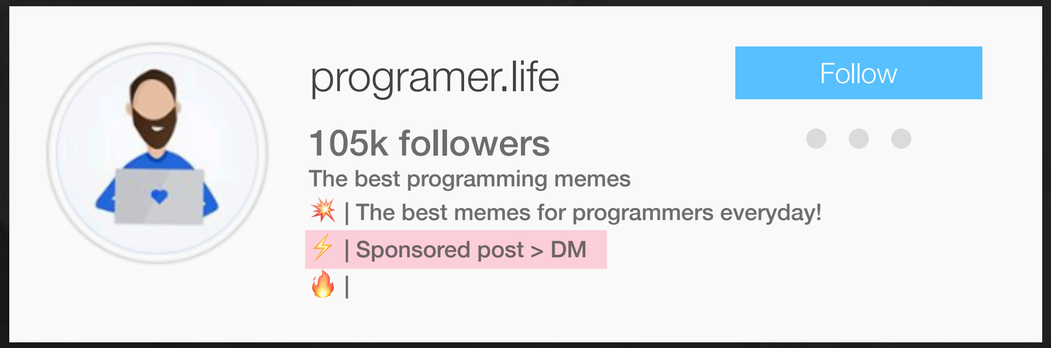
3 MESSENGER APPS

1 INSTAGRAM DM

This is the preferred way of contact for a lot of pages and businesses.

You are inquiring about an instagram promotion, so use instagram to contact them

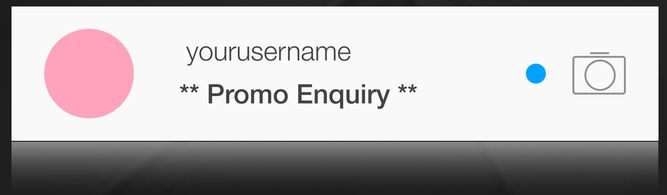
Some pages say **DM for promo** in their BIO



1

INSTAGRAM DM

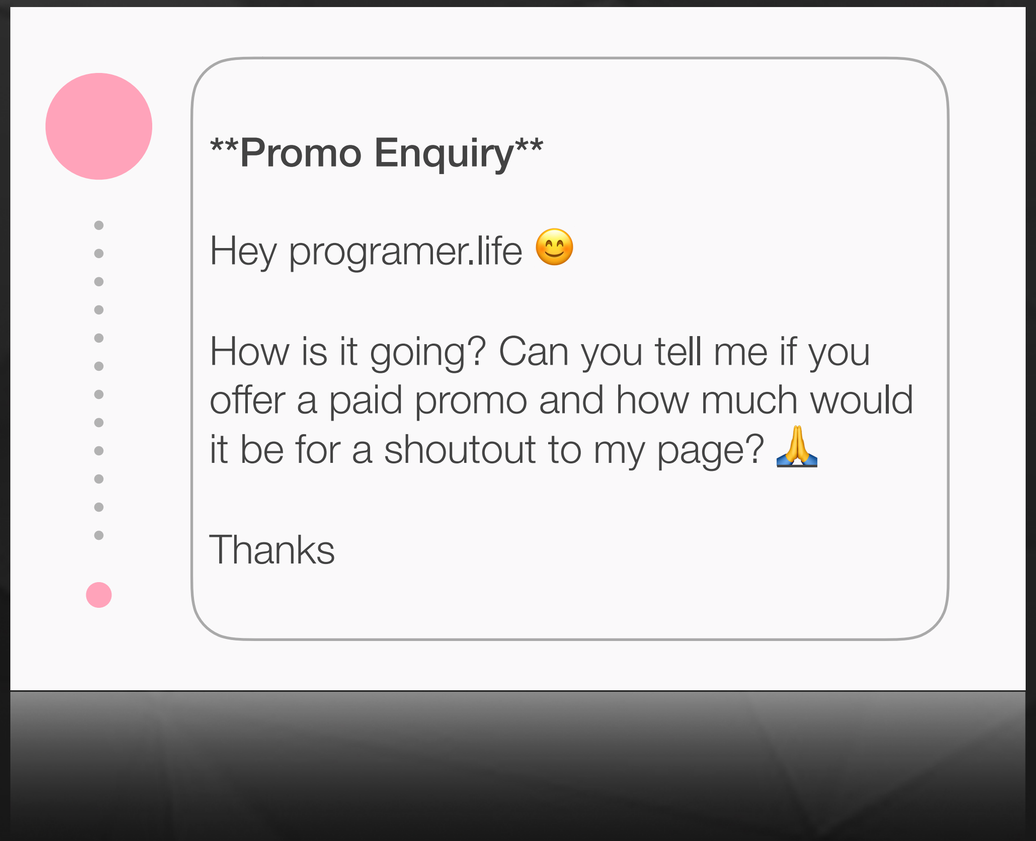
Large accounts get a lot of DMs everyday so make sure yours **stands out**



1

INSTAGRAM DM

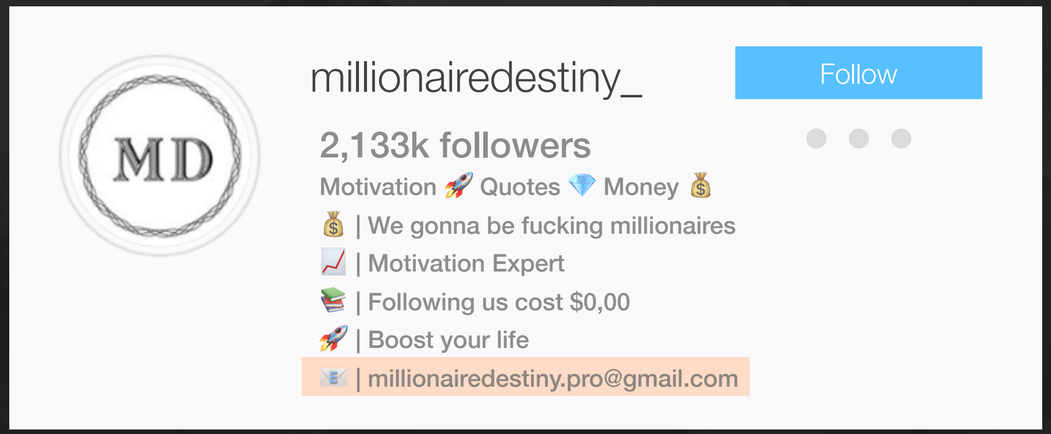
A **sample template** that we use:


Promo Enquiry
Hey programer.life 😊
How is it going? Can you tell me if you offer a paid promo and how much would it be for a shoutout to my page? 🙏
Thanks

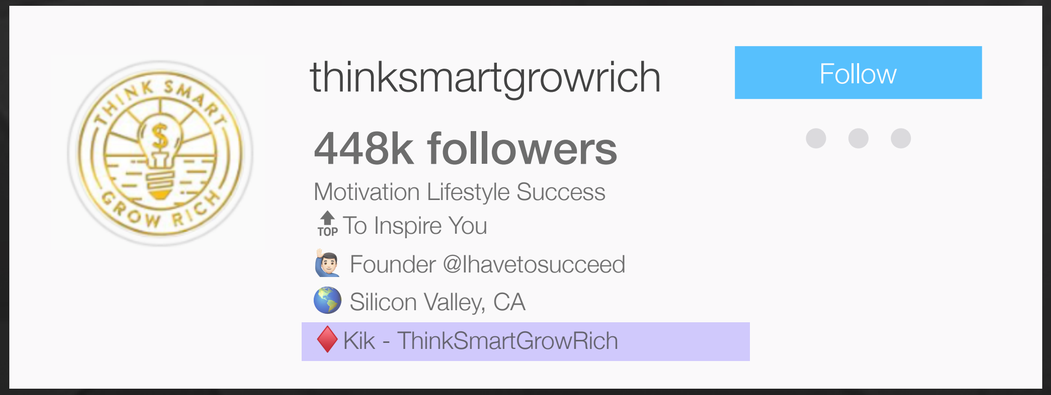
2

EMAIL

A contact **email address** can usually be found in their bio



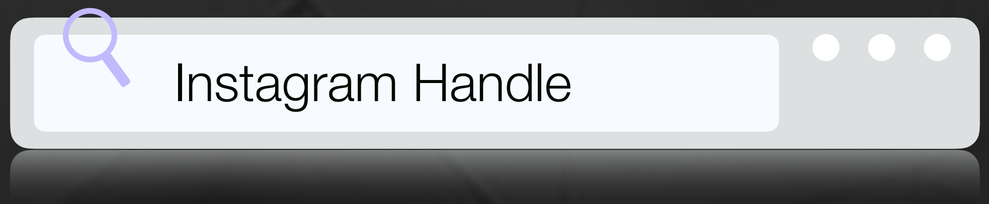
3 MESSENGER APPS



3

MESSENGER APPS

If they don’t link their **messenger** in their bio:



Search for their instagram handle

Check if their image and name match. If so, that is most likely them!

There are **websites** where you can purchase shoutouts:

shoutcart.com

buysellshoutouts.com

Jumpfame

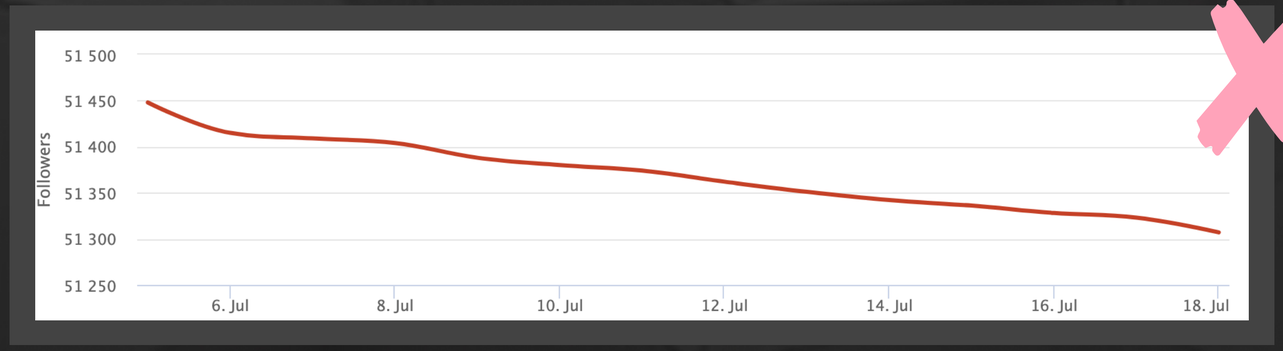
Plughype + More

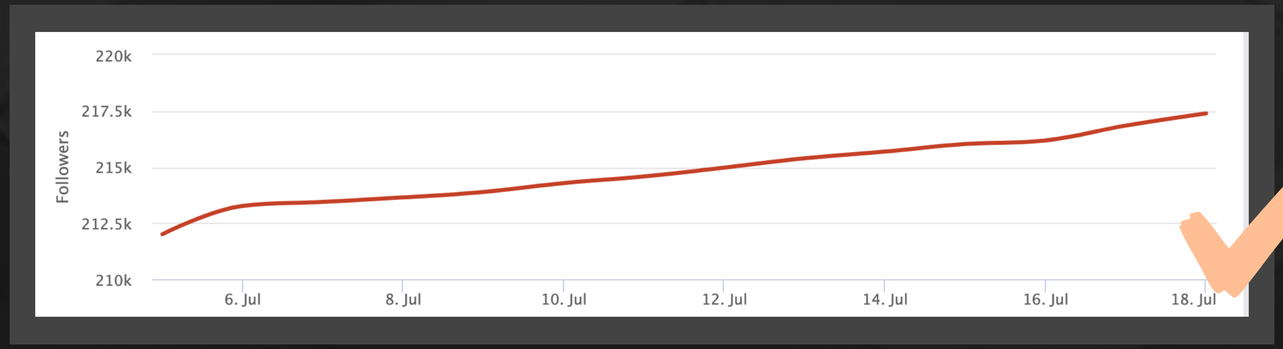
CAUTION

People could have bought followers or the account.
Be sure to check the **stats** and engagement before buying shoutouts

CAUTION

Look at **socialblade**!





Flipmass can be a great app, but it has high barriers to entry

(Min **10k** followers)

Your task is to reach out to

20

accounts for a shoutout!